nes. However, the two airlines are exploring possibilities of integrated functioning in some sectors. Appointment of a joint Chairman and Common Board of Directors should facilitate integrated functioning.

(c) Air India and Indian Airlines are taking steps to improve their product, image and on time performance to attract more passengers and to increase revenue.

Revenue earning from Advertisement of Commercials by Doordarshan and Foreign Channels

321. SHRI BHUPINDER SINGH MANN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) revenue earned by Doordarshan and other foreign channels like CNN on account of advertisement of commercials in the country;

(b) the details of rates on different commercial advertisements by Doordarshan and CNN; and

(c) the criteria for allocation of time for commercial advertisements?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM): (a) Information regarding rates of commercial advertisements and revenue earned by the foreign satellite channels including CNN is not maintained by the Government. The commercial revenue earned by Doordarshan during the financial year 1995-96 was Rs. 430.13 crores.

(b) The Government does not maintain the rate card of CNN channel. The sponsorship rate of Doordarshan varies from Rs. 1500.00 to Rs. 3 lakhs and Spot Buy rates (for 10 seconds) varies from Rs. 1000/- to Rs. 90,000/-

(c) The advertisement time for a particular programme depends upon the response of the advertisers towards the programmes & the marketing strategy of Doordarshan. However, care is taken to ensure that the advertisements appear in such a way as not to disrupt the continuity and interest of the programme.

Recommendation made by Vijay Kelkar Committee

322. SHRIMATI MALTI SHARMA: Will the Minister of CIVIL AVIATION & TOURISM be pleased to state:

(a) whether the Vijay Kelkar Committee which was set up to work out the finance restructuring of Indian Airlines has submitted its report;

(b) if so, the details of recommendation made by the Committee; and

(c) the reaction of Government thereto?

THE MINISTER OF CIVIL AVIATION (SHRI C.M. IBRAHIM): (a) No, Sir.

(b) and (c) Do not arise.

भारतीय औद्योगिक विकास बैंक द्वारा भारतीय प्रतिभूति एवं विनिमय बोर्ड के दिशा-निर्देशों के उल्लंघन से संबंधित समाचार

323. **श्री सोमपाल:** क्या वित्त मंत्री यह बताने की कृपा करेंगे कि:

(क) क्या सरकार का ध्यान 23 जून, 1996 के "इंडियन एक्सप्रेस" में प्रकाशित उस समाचार की ओर गया है जिसमें भारतीय औद्योगिक विकास बैंक द्वारा फ्लैक्सी बांड के निजी स्थापन में भारतीय प्रतिभूति एवं विनिमय बोर्ड के निर्धारित दिशा-निर्देशों एवं मानकों का उल्लंघन करने की बात कही गयी है;

(ख) यदि हां, तो सरकार की उस पर क्या प्रतिक्रिया है और उस संबंध में सरकार ने अभी तक क्या कार्यवाही की है अथवा करने का विचार रखती है;

(ग) यदि नहीं, तो इसके कारण क्या हैं; और

(घ) इस संबंध में सरकारी वित्तीय संस्थाएं क्या सावधानियां बरतने पर विचार कर रही हैं और नियम तथा अधिनियमों को अधिक प्रभावी बनाने के लिए और उनका उल्लंघन करने पर कड़ा दण्ड दिये जाने के लिए क्या कदम उठाने का विचार है?

वित्त मंत्री तथा कम्पनी कार्य मंत्री (श्री पी॰ चिदम्बरम): (क) जी, हां।